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BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268
2011 MAR 22 A 8:16

In the Matter of: Pleasant Ridge, AR 72212 :
Post Office Station State ZIP Code : Docket No: A 2011-8
Lou Schickel, Petitioner(s) :

PARTICIPANT STATEMENT

1. Petitioner(s) are appealing the Postal Service's Final Determination concerning the Pleasant Ridge post office. The Final Determination was posted ? (date) Not Posted.

2. In accordance with applicable law, 39 U.S.C. § 404(b)(5), the Petitioner(s) request the Postal Regulatory Commission to review the Postal Service's determination on the basis of the record before the Postal Service in the making of the determination.

3. Petitioners: Please set out below the reasons why you believe the Postal Service's Final Determination should be reversed and returned to the Postal Service for further consideration. (See pages 1-2 of the Instructions for an outline of the kinds of reasons the law requires us to consider.) Please be as specific as possible. Please continue on additional paper if you need more space and attach the additional page(s) to this form.

See attached pages 1 & 2
with exhibits 1, 2a, 2b & 3

I believe the Final Determination to close the Pleasant Ridge Station should be reversed and returned to the Postal Service for further consideration because of the following reasons:

- 1) This Post Office is part of the 400,000 sq. ft. Pleasant Ridge Town Center, repeatedly recognized as the most prestigious center in Arkansas. It is place where the surrounding neighbors, many of whom walk, can take care of every need in a 1 mile radius. They really have no reason to leave the area. Every service and need is provided in this one location and the Post Office is one of those important services that make it a true "town center". It is surrounded by well established neighborhoods, churches, schools and office complexes. Besides the many who walk to the Post Office and surrounding businesses, a recent traffic count (exhibit 1) shows that it serves 6,000+ customers weekly who drive.
- 2) The Postal Service states that there has been "minimal growth in the area in recent years". It also claims that the area consists of "small businesses". At least 45 new businesses have opened in the last 4 years, of which Belk and The Fresh Market can hardly be classified as "small". When the Post Office opened in 1996, there were 3 businesses and 500 apartments. Today there are 134 businesses and 800 apartments surrounding the Post Office and there is triple the amount of traffic on Cantrell and Pleasant Ridge Road. If an area such as this does not need a Postal Office, it would be hard to think of one that does. See exhibits 2a & 2b, aerials of the Pleasant Ridge Town Center.
- 3) A "Proposal" to Close/Consolidate was not posted in the Post Office with a 60 day "Opportunity for patron comments".
- 4) 72212 zip customers received a questionnaire intended for Fort Smith on November 12/13, 2009. After the error was detected, the questionnaires were reissued and I received the proper one on November 19, 2009. This obviously caused some confusion since most who received them had no idea the Postal Service was considering the closure, however the deadline for submitting the questionnaire remained November 27, 2009. Out of 6,044 questionnaires distributed, 4,746 were unaccounted for. This was probably due to confusion and inadequate turnaround time.
- 5) When the Chenal Station was opened MANY homes and businesses in the 72212 zip code were changed to the 72223 zip code. These homes/businesses are literally across the street within a stones throw of the Pleasant Ridge Station. These are a lot of our walkers. They have NEVER used the Chenal Station, unless they have been forced to drive there to pick up packages. These are all persons served by the Pleasant Ridge Station every week and NONE of these customers have ever received notices or surveys regarding the closure of this facility. The Postal Service states that Questionnaires were available "over the counter". My office is next door and there were never questionnaires available in the Post Office.

- 6) The "Final Determination" was not posted at the facility for 60 days or any days. There was nothing at the facility to instruct the public on how to appeal or express their comments. (A letter was mailed with a date of February 4, 2011 stating the facility would close on March 26, 2011, which also does not meet the 60 day requirement. Nothing in the letter instructed how to appeal or express views and the letter did not include any required findings.) See exhibit 3.
- 7) The Postal Service states more than once that the Westside Station is .53 miles away, when it is actually a 2.3 mile one-way trip.
- 8) Last but certainly not least, the economic savings to the Postal Service is extremely questionable. The original annual savings quoted on the Questionnaire Analysis was \$372,625. In the Notice of the United States Postal Service dated March 2, 2011, the annual savings were quoted to be \$296,906. Of course this is after spending \$488,256. to modify the Westside Station. Their numbers are unsupported and I believe that any real savings is non-existent. On the other hand, the cost to the public is obvious. 300,000+ trips per year X \$30 per trip = \$9,000,000. To make matters worse, these unnecessary trips will be made on streets that are already extremely burdened with traffic.

I request that the PRC suspend the closure of the Pleasant Ridge Station. When these decisions to close our postal facilities are made in such a cavalier fashion, it is certainly a sad day for our Country, City and Community.



Lou Schickel

March 18, 2011

3-18-2011

Exhibit 1

Pleasant Ridge Post Office - Traffic Counts
Traffic Count Data Shown Is for Inbound Vehicles
1/14/2011

WEEK 1: Dec 13-19, 2010

	M	T	W	Th	F	Sat	Sun	Total
East Access Drive	783	685	723	731	735	637	169	4463
West Access Drive	435	400	354	396	386	244	59	2274

Daily Total:

1218	1085	1077	1127	1121	881	228	
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Both Drives Week Total:

6737

WEEK 2: Dec 20-26, 2010

	M	T	W	Th	F	Sat *	Sun	Total
East Access Drive	1098	841	768	755	374	26	76	3938
West Access Drive	556	369	273	251	170	14	24	1657

Daily Total:

1654	1210	1041	1006	544	40	100	
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Both Drives Week Total:

5595

* Christmas Day

Exhibit 2a

Pleasant Ridge
TOWN CENTER

Little Rock, Arkansas



The information contained herein was obtained from sources believed to be reliable; however, no guarantee, warranty or representation is made as to the completeness or accuracy thereof.

Exhibit 2b

Little Rock, Arkansas



The information contained herein was obtained from sources believed to be reliable. However, no guarantee, warranty or representation is made as to the completeness or accuracy thereof.

Exhibit 3

A 2011-3

Consumer Affairs & Claims
Arkansas District



REC'D FEB - 8 2011

February 4, 2011

Dear Postal Customer,

This is to inform you of the U.S. Postal Service's decision to close the Little Rock Pleasant Ridge Station located at 11619 Pleasant Ridge Road. We advised you in November, 2009, of our intent to conduct a feasibility study and the final decision has been made. This office will be open and operational until March 26, 2011.

Because of the drastic decline in mail volume, the Postal Service is in a fiscal crisis and must take action to reduce the size of its retail and delivery network. By consolidating, streamlining and adjusting our operations, the Postal Service becomes a more efficient and effective organization.

The community's input was received and carefully considered before making the final decision. Ultimately, based on all of the factors involved, the decision was made to proceed with the closure.

In your area, the following facilities will continue to offer retail services:

Little Rock Westside Station

114515 Huron Lane
Little Rock AR 72211
9:00 am - 6:00 pm (M-F)
10:00 am - 2:00 pm (Sat)

Little Rock Forest Park Station

5420 Kavanaugh Blvd
Little Rock AR 72207
8:30 am - 5:00 pm (M-F)
10:00 am - 1:00 pm (Sat)

Little Rock Chenal Station

815 Technology Drive
Little Rock AR 72223
9:15 am - 5:30 pm (M-F)
9:00 am - 1:00 pm (Sat)

Chenal 10 Storage CPU

24300 Chenal Pkwy
Little Rock AR 72223
8:30 am - 6:00 pm (M-F)
9:00 am - 3:00 pm (Sat)
1:00 pm - 4:00 pm (Sun)

For customers receiving street delivery, service will be transferred to the Little Rock Westside Station located at 11415 Huron Lane. There will be no change to your street address or ZIP Code and no further action is required on the part of customers.

For customers receiving Post Office Box service from the Pleasant Ridge Station, and wishing to maintain the same PO Box number and ZIP Code, service will be transferred to the Westside Station. PO Box customers should contact the Pleasant Ridge Station at phone number (501) 375-1414 to make arrangements regarding their Post Office Box service.

Sincerely,

Cary Chism
Manager, Consumer Affairs & Claims